

CANADA'S NATIONAL MAGAZINE

# MACLEAN'S

November 14, 1947

Ten Cents

**When a Princess  
Marries**

Page 12



# Demi-size

a new jewel-like

## Parker "51"



Just in case the 14-ounce group—the Parker "51" is a new jewel-like fountain pen. It's the new, smaller writing instrument to wear into the classroom, for it's so easy and there's no ink.

It's a new "51" in everything but dimensions. It's a new "51" in everything but dimensions. It's a new "51" in everything but dimensions.

The fountain design hangs and tumbles in the slender hand. And because the "51" does so it is less than 5 inches in length it slips easily to the landing in its elegant position.

The new Gammell is the regular Parker "51" offers a wide choice of colour pens. Each with a different style of writing. Each is precision ground to size in the same—glide with smoothness.

To give added interest in handwriting, the "51" does not use the sophisticated new Superflexion ink that does so in a new.

Select a Parker "51" done in a new style. One choice of distinctive colours. Price \$11.00. Parker \$5.00. \$10.00.

PARKER PEN CO. LTD., TORONTO, CANADA

# Parker "51"

...world's most wanted pen  
writes day with wet ink!



THE NEWEST PARKER FOUNTAIN PEN...  
The new Parker "51" fountain pen...  
The new Parker "51" fountain pen...  
The new Parker "51" fountain pen...

NEW! Parker Superflexion  
Ink...  
The new Parker "51" fountain pen...  
The new Parker "51" fountain pen...

## This Model Mother tries not to be glamorous

But that's not easy when you're a Pioneer Girl with a  
dazzling smile like Frances Noble's



Smiles with a smile... a model mother... the Pioneer Girl...  
Smiles with a smile... a model mother... the Pioneer Girl...



The smiling smile... the Pioneer Girl... the Pioneer Girl...  
The smiling smile... the Pioneer Girl... the Pioneer Girl...



The smiling smile... the Pioneer Girl... the Pioneer Girl...  
The smiling smile... the Pioneer Girl... the Pioneer Girl...

More to smile... the Pioneer Girl... the Pioneer Girl...  
More to smile... the Pioneer Girl... the Pioneer Girl...

Open Mouth Paste



for your Smile of Beauty





"Here's  
my new Coffield group  
of Home Laundry  
Equipment!"

Imagine! In a flash, through a whole week's laundry—washings, dyes and ironings—your past two hours? It's as easy as 1-2-3! Thanks to my Coffield Group of Home Laundry Equipment. First the dirty clothes are popped into the Coffield Washer and go through thoroughly washed—even collars and cuffs come out snowy white. Next they're dried in my Coffield Dryer, which has three built-in heat rays to make the laundry fresh, sweet-smelling—couldn't! Then I set them out to dry... my laundry goes to work and comes everything while I just guide the clothes through.

It's the Coffield way to high-speed laundering!

## WHERE'S THE MONEY GO?

Who's cashing in on price jumps? Here are facts and figures

These are inflation's victims, going short on milk, eggs and cocktails

By BLAIR FRASER

Editorial Board

**FOR EACH dollar a Canadian spent on food in 1962, he needed at least 20 cent less in 1966. For a 1965 dollar spent, he'd have to spend at least 35¢.**

There are the figures according to Ottawa's official cost-of-living index, and before the latest big jump of October came off. Since then Ottawa has watched the inflation that hit down here and across and across prices. Food has gone up about 30%, bread 25%, oil 40%, meat as much as 50%.

What's more, these index figures of 193 and 193 are valid only for a limited group of Canadians—urban middle-class in a very specific standard. The food index includes no gross vegetable market offerings and very little fresh fruit. The clothing index omits relatively expensive designer clothes. To most measures of inflation only one choice is taken from which to September had risen in price from \$2.24 to \$2.41. That three-month increase is certainly not enough to cover The New York Times on full headline.

The money of one \$1.00 would buy a 1968 dollar's worth of food, or \$2.24 a dollar's worth of clothes—It would probably buy them in 4. That doesn't mean the cost of living has doubled (the cost of living has a good many things of other food and clothing, make up how this one, third and price of the other.

Continued on page 10

Your after-war Coffield "Certified Quality" washing machines give Canadian housewives another wash day. The continuous washing action gets clothes absolutely clean.

You don't have to worry about good drying days—with the Coffield Washers. Automatic driers. Clothes are put into the dryer right from the washer, tucked gently to show warm steamers and in only 20 minutes, with wrinkle-free and iron finish, ready for hanging. Hanging is a pleasure with the Coffield Dryers too. You sit in a comfortable relaxed position while the laundry runs everything.

The simplest of all stains to see, because only the Coffield Dryers have two wrinkle-free ends. The positive horizontal rollers in both bands free to wrinkle clothes.

See the Coffield Home Laundry Equipment at your dealer today.

**Coffield**  
GROUP  
HOME LAUNDRY EQUIPMENT

WASHING MACHINES  
"TECHNIQUE" SERIES  
HANG-ON CLOTHES DRYERS

THE COFFIELD WASHER COMPANY LIMITED Hamilton, Canada

By EVA-LIS WUORIO

**POWER COLLECTOR**, about 40 years of age, seems most unlikely to have come into a week. Before the war he could 211 a week. Out of his current salary he gave his wife about \$10 a week for food. That was not to be his last and week-end had been down a dozen of his own money up to the \$100 a week. My \$100.

From his part of the money, Dave gets \$10 a month and for a month-end, although the agent would not come for \$10 a month before the war. He had decided to use his wife's salary to make more money to himself, but she and the boy still children. Before the war he could a small house for \$10 a month. This month's apartment was \$100 a month. He had to live in a hotel only by a store. There was no living room.

The children are Dave, Peter, Philip and Paul ranging in age from seven to nearly ten. They follow in the hotel to a special garden in the garden. Dave is the only one who is not in the hotel. Dave is a living room with a big chair, a table, a lamp, a radio, a television, a lamp and a small table. Dave is a living room with a big chair, a table, a lamp, a radio, a television, a lamp and a small table. Dave is a living room with a big chair, a table, a lamp, a radio, a television, a lamp and a small table.

See Coffield's story in our Continued on page 10

ILLUSTRATION BY OSCAR



































## When baby's peevish because of "Childhood Constipation"



... give gentle Castoria!



"It's the laxative made especially for infants and children."

When your baby's happy and well disposed . . . when he's happy and content, because of Childhood Constipation . . . why not be wise and do this:

Give him Castoria. It works thoroughly and effectively. Yet in a gentle, it won't upset his sensitive digestive system.

### Why it's right for children

Unlike adult laxatives which may be too harsh, Castoria is especially made for children. It contains no harsh drugs, and will not cause griping or discomfort.

# CASTORIA

The LAXATIVE made especially for children



about 200 people could Yagobinski, around a table.

We stood in the dark, waiting for even the faint sound, addressing ourselves to the Yagobinski 1913-14 season. It was a long wait, but the Yagobinski 1913-14 season was not so long.

Yagobinski was a member of the Yagobinski family, which had been in the Yagobinski family for many years. He was a member of the Yagobinski family, which had been in the Yagobinski family for many years.

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### Childhood Constipation

Parents must understand their own babies. When a baby is peevish, it is often because of childhood constipation. It is a common problem, and it can be easily treated.

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Wednesday Magazine, November 15, 1937

to them. They said it without caring. On a clouded back seat that

A few minutes later a host of cheering men, mostly men in blue uniforms, were in the back seat of the car.

They were in the back seat of the car. They were in the back seat of the car. They were in the back seat of the car.

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Wednesday Magazine, November 15, 1937



## Some people have the *brightest* ideas!

Now Glo-Coat gives your floors nearly *twice* the shine - without rubbing or buffing!



WITHOUT GLO-COAT

WITH GLO-COAT

A whole woman like the story!

Johnson's Self-Polishing Glo-Coat . . . long known for the sparkling gloss it brings to floors . . . now shines like new even after the most severe cleaning. With regular use, Glo-Coat keeps your floors looking like new for years longer.

If you want a brighter floor . . . a floor that looks like new . . . use Johnson's Self-Polishing Glo-Coat. Most women use Glo-Coat that say other floor polish.

## Five Famous Johnson Polishes

Self-Polishing Whitening, Parle Wax, Liquid Wax, Cream Wax, Cream for Cars



Buy "GLO" Johnson's new product! GLO is the most modern product for floors and floors. GLO is the most modern product for floors and floors. GLO is the most modern product for floors and floors.

SELF-GLOSS  
by Johnson  
the largest size



Support this on your  
floor. Johnson's  
GLO

Never before has there been a new line of trucks  
with so many features to talk about!



Ted's current design trends you'll want to see with **ADVANCE DESIGN**. They're new from roof to roof, from daylight on and light with our designers that will give you better and more profitable results on any display or building sale.



Drivers will find new comfort and new safety in the cab that "breathes"—that "inhales" fresh air and "exhales" used air—keeps glass clear and free from fogging . . . plus a host of other new features.



Now INCREASED ROAD SPACE is possible and park space, too. The larger lots and shorter the longer jobs! More efficient loading and unloading and less truck idling!



**Keywords:** child sexual abuse; disclosure; disclosure strategies; disclosure barriers



Lincoln's rugged, standard **FRAMES** with big, super-  
strong axles, are designed to carry greater loads greater  
distances for a longer life. — Chevrolet's famous **FULL**  
**PLANTING HYPOID BEAR AXLES** are geared for pos-  
sible load on any road.



**Chowder - BERRAND-  
ER TRILL BRACKS**  
—each contains the  
signature of the  
baker, some 1—see  
the 1— at the 1—  
quick, soft, and dis-  
tinct.

*New Advance-Design*  
**CHEVROLET TRUCKS**  
FOR TRANSPORTATION UNLIMITED  
A PRODUCT OF GENERAL MOTORS

















































## WIT AND WISDOM



"In fact... there are men who don't know better than to borrow a comb. But your shag says anything 'To each his comb'." They say **WIT&WISDOM** is the only magazine for men who are intelligent but a little bit mad. It's the only magazine for men who are smart but a little bit mad. It's the only magazine for men who are smart but a little bit mad. It's the only magazine for men who are smart but a little bit mad.

**welgroom**  
Combs for men

**Extra STEAM HEAT**  
from your WALL PLUG

The Original **Electrosteam**  
PORTABLE ELECTRIC STEAM RADIATOR

124 Ave. of the Stars  
New York, N.Y. 10020

**Four Days** — Most of them actually are your secret vice. If you're not just when you buy one you will be one — *Random News*

**March 15th** — Hearing to get some place so that you can hear him. *Random News*

**March 15th** — The position was so uncomfortable it is in the process of being abandoned. *March 15th*

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# Cougher's Friend!

**GERANIUMS**  
18 for 15c

**JOLLY TIME POP CORN**

**OUCH! MY HEAD!**

**MATHIEU'S HEADACHE TABLETS**

**2 WAYS To Earn EXTRA MONEY**

**NEW YORK**

**Chastity** — Some people of advanced intelligence (as in papers) to find a world market for no-charge products for the impoverished Canadian population.

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**Easier starts**  
with  
**Mobiloil**  
— keeps your motor Mobiloil-clean —

**new**  
**MOBILIL**

SOLD BY IMPERIAL OIL AND LEADING DEALERS EVERYWHERE





## Secret Forces!

For generations, Apples have been eaten because they tasted good, and because people felt that somehow Apples were healthful . . . Eating by instinct, you might call it. Science is now bringing to light the secret forces inside the Apple that literally "keeps the doctor away".

In the Apple, nature has given us our most perfect package of health-giving food. They are not a one-Vitamin fruit, not a one-value fruit. Apples average slightly better than most fruits as a source of needed mineral in addition to being a source of Vitamins A,B,C. and G.

About one-seventh of the Apple is pure Energy, carbohydrates levulose, fruit sugar or whatever name you prefer. This sugar-energy is of the non-storing type, hence it is non-fattening.

The eating of Apples is known to be an effective treatment for certain intestinal disturbances, they help keep the blood alkaline and stimulate digestive juices. No wonder Apples have been so popular down through the ages.

When buying Apples we invite you to join the millions of people throughout the world who buy **B.C.** APPLES because they buy the best.



**B.C.**  
**APPLES**



**B.C.**  
REGISTERED

**B.C.TREE FRUITS LTD.**

HEAD OFFICE:  
KELOWNA  
BRITISH COLUMBIA  
CANADA

